

Entrances To New Annex on
San Antonio St., Mesa Ave.,
And Thru El Paso Piano
Company On Texas St.

"THE POPULAR"

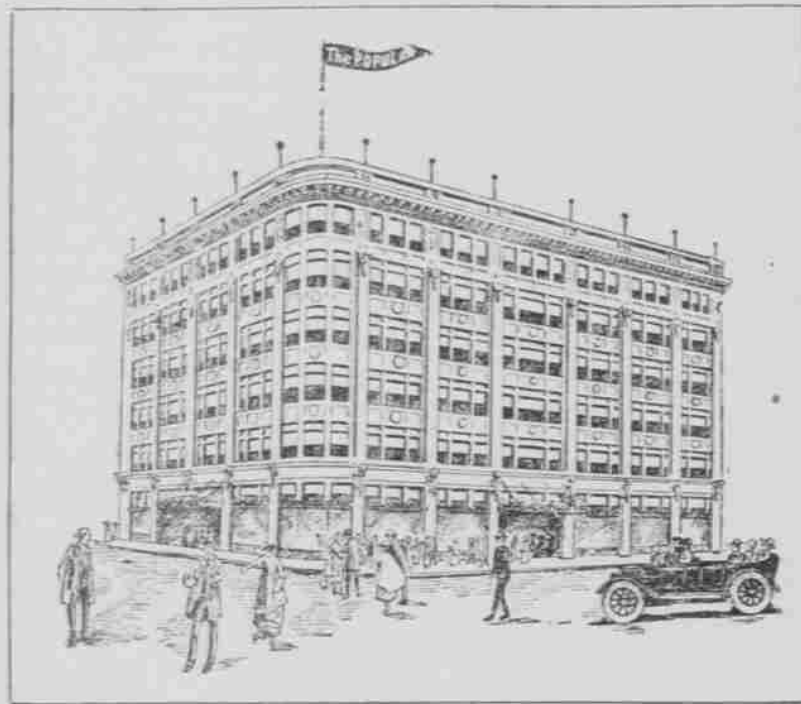
We Maintain The Promptest
Mail & Phone Order Depts.
In The Entire Southwest!
Give Us A Trial

14TH YEAR

EL PASO, TEXAS, SATURDAY, OCTOBER 7, 1916.

EL PASO'S MOST PROGRESSIVE STORE.

The Pride Of The Southwest! The Home Of "The Greater New Popular" Now Nearing Completion!



"The Greater New Popular," with its six floors, basement and two mezzanines, which embodies everything known to modern architecture and advanced construction, is fast nearing completion. When completed and stocked it will be second to none in the great Southwest.

"The Popular" will be 15 years old next November. And the same principles of honor and fair dealing which, faithfully adhered to, brought SUCCESS in those years of business life, still point the way forward to a still greater day of larger SERVICE.

The history of this Store is a not unimportant part of the history of El Paso and of the state.

Ever since "The Popular's" inception, when it began business in a small way, progress has worked miraculous changes in the building up of this city, in the lives of the people and in the world of trade.

The great business of supplying material wants and needs has in this Store been developed into a scientific and highly efficient organization which brings home to the people the best the markets of the world afford

at the smallest possible cost.

The merchandise we sell has the silent language of moral suasion. It speaks for itself and sells itself except for the part of those who measure and wrap it.

We have no zeal in freecost advertising, or red-hot advertising speech to carry off the goods. We rely solely upon quality of goods, assortment of goods and certainties of their values, and the sureness that the people are getting full value

for their money.

And so we go forward and forward and FORWARD every day, improving this Great Business in every possible way—in usefulness to the public—in super-excellence of its stocks—in its managements—in its services—in its conveniences. And this Great Store now bids you a most cordial welcome, and invites visitors to the coming Soil Products Exposition, to make their headquarters here.

Our Exposition of Fashionable Silks And Woolens For Fall 1916

WITHOUT question, we are showing the broadest assortment of Dress Fabrics for the Fall and Winter season that has ever been brought to El Paso. We are prepared to meet the demands of feminine El Paso, in beautiful dress materials, at most reasonable prices. Visit this department Monday. It is always a pleasure to show you, whether you wish to purchase or not.

FAILLÉ MATINEE—Have you ever seen this exquisite new silk weave. It is one of the most popular of the Fall Silks. Comes with a slight corbelled weave. Extra heavy and durable for suits and dresses. Shown in all leading Autumn shades. 36 inches wide. The yard, at **\$3.00**

ARMURE ROUSSEAU—Another new and popular weave for Fall 1916. Comes 40 inches wide. Shown in both plain and glass effects. Ask to see Armure Rousseau when you come here Monday. A yard, at **\$2.75**

SATIN FRANCAISE—It is in great demand for both street and reception wear. It is unquestionably "The Queen of Satin Weaves." Good weight, yet very soft, rich and drapy. We guarantee this fab-

ric in every way. Shown in a range of thirty shades, for street and evening wear. 36 inches wide. The yard, at **\$2.50**

NOVELTY DRESS SILKS—We are showing over five hundred beautiful novelties, in striped, plaid, checked and flowered dress silks. All new in effect and weave. One just cannot resist these lovely novelties, which comprise all the deep, rich, Fall colorings. Price range, a yard, at **\$1 to \$5**

BROCHE NOVELTIES—They are wonderful in effect and beauty. All different. Shown in exclusive patterns for evening and reception wear. You must see this, imported novelties to grasp their beauty. Broche Taffetas, Velours,



Georgettes, Danuels, and many other novel weaves. Priced at a yard, **\$4 to \$20**

WOOLENS—Please remember that our Woolen Stocks were contracted for before the big advance in woolen fabrics, and we are now showing the most comprehensive line of Serges, Gabardines, Hops, Epaulettes, Broadcloths and Novelty Suitings ever brought to this city. Prices are impossible to duplicate, quality considered. See these beautiful woolen fabrics on Monday. —(Third Floor)

New Arrivals In Table Linens @ Madeira Work

WE invite you to inspect, and to criticize, if you will, our new stocks of Table Linens. We demand a high standard of quality from the manufacturers and we expect you to do the same from us.

Our business in this department has doubled each year since its inception. From that, we know, that each customer of this department is a walking, talking advertisement for us.

We exercise as much care in the selection of moderately priced merchandise as we do in selecting our finest pattern sets. In the past week we have opened our first import shipments of EXQUISITE HAND EMBROIDERED MADEIRA WORK:

Dresser, Buffet, Chiffonier or Dressing Table Scarves, \$2 to \$30
Center Pieces, plain, scalloped or fancy, at **\$1.50 to \$12**
45x45 and 54x54 inch Round or Square Lunch Cloths, **\$5 to \$62.50**
Round Table Cloths, in size 72x72 inches, at **\$25 to \$75**
Tea Napkins, plain, scalloped or fancy corners, dozen, **\$6 to \$20**
Dainty New Lunch Sets, at **\$5 to \$35**
Boudoir Pillows, Baby Pillow Cases, Guest Towels, Asbestos Pad Covers, Tray or Platter Dishes, Hot Roll Covers, Lunch Cloth and Napkin Sets, Handkerchief and Glove Cases. All are beautiful, and priced most reasonably. —(Third Floor)

Tailoring @ Dressmaking

WE invite our many patrons to visit our Dressmaking and Tailoring Department, which is one of the most satisfactory and popular departments of "The Popular."

Mme. Allan, Gowns—M. Lazeres, Suits and Coats. All work positively guaranteed to be entirely satisfactory. Prices most reasonable.

Mme. Allan will be pleased to assist our patrons to design and select their dresses, without any charge whatsoever. Phone 3300. —(Third Floor)

A Complete Fall Presentation Of Every New Fashion In Footwear



THE NEW FAWN BUCKSKIN BOOTS—With heels covered to match; white welting around soles. An attractive style, suitable to wear with suits in the new shades of Burgundy, Plum, Taupe, Rubber Gray, African or Tobacco Brown. **\$10**
Priced at a pair.

GENUINE IMPORTED WHITE GLACE KID BOOTS—In lace style. Nine inch height tops; hand turn soles. These are Bench made boots—the kind for the woman who demands perfect workmanship in her Footwear. See these new white boots—they can be worn with any color costume. **\$10**
The pair, at

SNUFF BROWN CALF ENGLISH WALKING BOOTS—They come in 8 inch height tops; lace style. Welt soles; imitation perforated, wing tips. The English Walking Boots are the most popular style. **\$6.00**
Footwear for general use. The pair, at

BROCADED CLOTH OF SILVER PUMPS—Bench made, by one of America's finest shoe makers. All the rage, a pair, at **\$7.50**

PLAIN CLOTH OF SILVER PUMPS—Made on the new Fifth Avenue last. A narrow, receding toe, which gives the foot a slender appearance. The pair, at **\$7.00**

DULL KID, STEEL BEADED PUMPS—The toes of these pumps are beaded with genuine steel beads. The pair, at **\$6.00**

SATIN SLIPPERS—Plain black or white. They are very stylish this season. A pair, at **\$4.00**

(This Department Is Temporarily Located In The El Paso Piano Co.'s Store With Entrance at 208 Texas Street, or from the First Floor of Our New Annex.)



'Dress-Up' Week Is Bringing To This Store An Unusually Large and Satisfying Amount Of Business

"DRESS-UP" WEEK provides YOU and US with a most unusual opportunity. YOU are offered the opportunity of learning in a single visit just what are the favored Fashions for Fall and to choose leisurely and satisfactorily—WE are to have the privilege of demonstrating fully and conclusively that at this store you will find stocks that are satisfying and complete—styles that are authentic and offer wide latitude for pleasing selection—courteous, intelligent service—and our ability to provide values that must convince you at once of the advantages of purchasing at this store.

"Dress-Up" Week, then, is of double interest to YOU and US and we extend to you a warm welcome to visit the store at once. This "Dress-Up" movement for Fall 1916, emphasizes this store's complete readiness to serve you. This event ends Saturday night, October 14. We strongly urge an early visit.

Luxurious Fall Suits Fifth Floor In Infinite Variety

WITHOUT the skill and good taste to be found only in an organization such as ours, this collection would not have been possible.

They are developed in Gabardine, Velour, Kitten's Ear, Broadcloth, Heather Mixtures and Callot Checks. They are dashing in line and audacious in color scheme. Coats are 32 to 38 inches long, belted, fitted and semi-fitted models, all lined with guaranteed satin in plain or fancy. Large, square and deep collars, trimmed in fur or velvet. They close tight to the throat or lay flat. Skirts are gored and plaited effects. Prices, **\$15.00 to \$69.50**
—(Fifth Floor)

Women's Autumn Suits In Individual Modes

WITH the air of simplicity—but the simplicity that spells elegance—achieved by the use of rare and amazing beauty. Lovely in color, soft in texture. Many distinct and distinctive styles in Fine Broadcloths, Bolivia, Velour, Kitten's Ear, Satin and Chiffon Velvets. Copies of models from Poiret, Bernad, Paquin, Callot, Lanvin and many others. Lovely Autumn colorings. These garments are enriched with wide bands and huge collars of fashionable Hudson Seal, Kolinsky, Mole and Adelaide Chinchilla **\$97.50 to \$295**
—(Fifth Floor)

Elegant Daytime Coats In All The Wanted Colors

FULL, rippling, voluminous. Yet—and here's the wonder story of coat fabric making—nothing's heavy, nothing's draggy. And in colors that rival the Autumn woods. **\$7.50 to \$59.59**
Prices range —(Fifth Floor)

Charming New Models In Individual Fall Coats

WHETHER for evening or for afternoon, for street or for motor, for travel, for sport or for storm, the coat for any purpose and in its most attractive form is to be found in this big collection. The handsome models in soft velours and Bolivias, with huge collars and gauntlet cuffs of rich furs, the stunning evening wraps of velvet and brocades—these are more than coats—they are works of art.

Notable in this collection are the smart models for street wear, in plush, silk velour and velvet. Some designed with Empire back, others in full effects and some belted. Large fur collars are especially good. Priced at **\$69.50 to \$395**
—(Fifth Floor)

Delightful Styles In Autumnal Frocks For Women @ Misses

IN our Gown Section, which is now located on the Fifth Floor of our new six-story Annex, we have assembled an exceedingly attractive collection of street frocks, afternoon dresses and evening gowns for this early Autumn showing. Included are reproductions of the gems of the Paris openings, as well as originals of the recognized American artists of fashion.

For day wear are Georgette crepes, crepe deelines, satins, serges, taffetas, charmeuse, crepe meters and velvets, featuring especially wool and bead embroidery. Evening gowns are in embroidered, spangled and beaded nets, chiffons, charmeuse, meters, chiffon velvets, Georgette crepes, silver cloth, metallic brocades and iridescent silks. Prices range from **\$10 to \$295**
—(Fifth Floor)

The Popular
DRY GOODS CO., INC.

See Our
San Antonio
Street
Window Displays

Lovliest Autumn Blouses At \$1.95 Up To \$29.50

GEORGETTE Crepe first favorite; chiffons—a close second. Airy nets. Dainty, handsome laces. Novelty Silks and Satins. Crepes de Chine. A whole waist made of a single material; another of two—or a dozen! **\$2.95, \$3.95, \$4.95 and \$6.50.**

PRETTY COSTUME BLOUSES—For the most part in suit colorings. Their greatest novelty lies in the sleeves, often pointed and slashed below the elbow. Neck lines are open, incrustations of beads and embroidery are the order. From France have come some delightful Handmade and Lace-Ornamented Crepe de Chine **\$10 to \$29.50**
Blouses. Prices. —(Sixth Floor)

That Particular Hat Is Waiting For You Monday

THERE are one or more particular Hats in our stock for you. When artists design a model they have in their mind's eye a certain type, a particular face with certain lines and features—to suit this type they turn and twist and shape and re-shape until they see a jaunty, becoming, stylish conceit.

Fast express shipments reach us every day. This week the best makers in the land contributed their latest models to complete our wonderful collection. There is positively nothing missing from our assortments—every new and beautiful shape, the fascinating Fall colorings, the rich glowing metal trimmings—the finest of Velvets, Plushes, Pannes, Furs, etc.—everything is here awaiting your coming. We aim to satisfy your purse as well as your taste.

Trimmed Hats, at **\$5 to \$75**
—(Sixth Floor)

